

What Is Claimed Is:

1. A method of automatically establishing a voice connection
between a first party and a second party selected on the basis of one or more
5 criteria other than a telephone number, comprising:
receiving from a first party a request for a voice connection;
selecting a second party for said voice connection using one or more
criteria, wherein said criteria do not include a telephone number; and
initiating said voice connection between the first party and the second
10 party.
2. The method of claim 1, further comprising:
determining availability of the first party for said voice connection.
- 15 3. The method of claim 1, further comprising:
determining availability of the second party for said voice connection.
4. The method of claim 1, further comprising:
determining availability of the second party for providing a desired good
20 or service.
5. The method of claim 1, wherein said receiving comprises:
receiving a first connection from the first party; and
receiving from the first party said one or more criteria;
25 wherein said first connection is terminated prior to said initiating said
voice connection.

6. The method of claim 1, wherein said selecting comprises:
identifying one or more parties corresponding to said one or more criteria;
and
ranking said parties based on a parameter.

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7. The method of claim 6, wherein said parameter comprises a fee
paid by a party for said voice connection with the first party.

8. The method of claim 6, wherein said parameter comprises a rating
10 of a party.

9. The method of claim 6, wherein said parameter comprises an
availability of a party for said voice connection.

10. The method of claim 6, wherein said parameter comprises an
15 availability of a party for providing a good or service desired by the first party.

11. The method of claim 1, wherein said one or more criteria comprise
a brand name.

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12. The method of claim 1, wherein said one or more criteria comprise
a name of an organization.

13. The method of claim 12, wherein said one or more criteria
25 comprise an identification of a department within the organization.

14. The method of claim 1, wherein said one or more criteria comprise

22. The method of claim 1, further comprising:
receiving from the second party a fee requested in conjunction with said
voice connection.

5 23. The method of claim 1, further comprising:
receiving from the first party a fee requested in conjunction with said
voice connection.

24. The method of claim 1, further comprising:
10 notifying one of the first party and the second party of a fee charged by the
other of the first party and the second party in conjunction with said voice
connection.

25. A computer readable storage medium storing instructions that,
15 when executed by a computer, cause the computer to perform a method of
automatically establishing a voice connection between a first party and a second
party selected on the basis of one or more criteria other than a telephone number,
the method comprising:

receiving from a first party a request for a voice connection;
20 selecting a second party for said voice connection using one or more
criteria, wherein said criteria do not include a telephone number; and
initiating said voice connection between the first party and the second
party.

25 26. A method of facilitating a telephone connection between a
subscriber and a general party identified by one or more criteria other than a
telephone number, the method comprising:

receiving from a subscriber a request for a telephone connection with a party meeting one or more specified criteria, wherein said criteria do not include a telephone number;

determining the availability for said telephone connection of one or more
5 of the subscriber and a candidate party for said telephone connection;

selecting a party for said telephone connection on the basis of said one or more criteria;

establishing said telephone connection with the party; and

after the party answers said telephone connection, adding the subscriber to
10 said telephone connection.

27. A computer readable storage medium storing instructions that, when executed by a computer, cause the computer to perform a method of facilitating a telephone connection between a subscriber and a general party
15 identified by criteria other than a telephone number, the method comprising:

receiving from a subscriber a request for a telephone connection with a party meeting one or more specified criteria, wherein said criteria do not include a telephone number;

determining the availability for said telephone connection of one or more
20 of the subscriber and a candidate party for said telephone connection;

selecting a party for said telephone connection on the basis of said one or more criteria;

establishing said telephone connection with the party; and

after the party answers said telephone connection, adding the subscriber to
25 said telephone connection.

28. A system for establishing a telephone connection between a

subscriber and a general party, comprising:

a call server configured to receive from a subscriber a request for a telephone connection with a party, wherein said request describes the party with one or more criteria other than a telephone number;

5 a selector configured to select the party using said criteria; and

a connection to a call processor configured to establish said telephone connection between the subscriber and the party.

29. The system of claim 28, further comprising the call processor.

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30. The system of claim 28, further comprising an availability module configured to determine the availability, for said telephone connection, of one or more of the subscriber and the party.

15 31. The system of claim 30, wherein said availability module is further configured to determine an availability of the party for providing a good or service desired by the subscriber.

20 32. The system of claim 30, wherein said selector comprises said availability module.

33. The system of claim 28, wherein said selector notifies the party of the request via an electronic mail message sent to an electronic mail address associated with the party.

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34. The system of claim 28, wherein said selector notifies the party of the request via an instant message sent to an instant message user name associated

with the party.

35. The system of claim 28, wherein said call server is configured to receive said one or more criteria during a first connection with the subscriber; and
- 5 wherein said first connection is terminated prior to establishment of said voice connection.